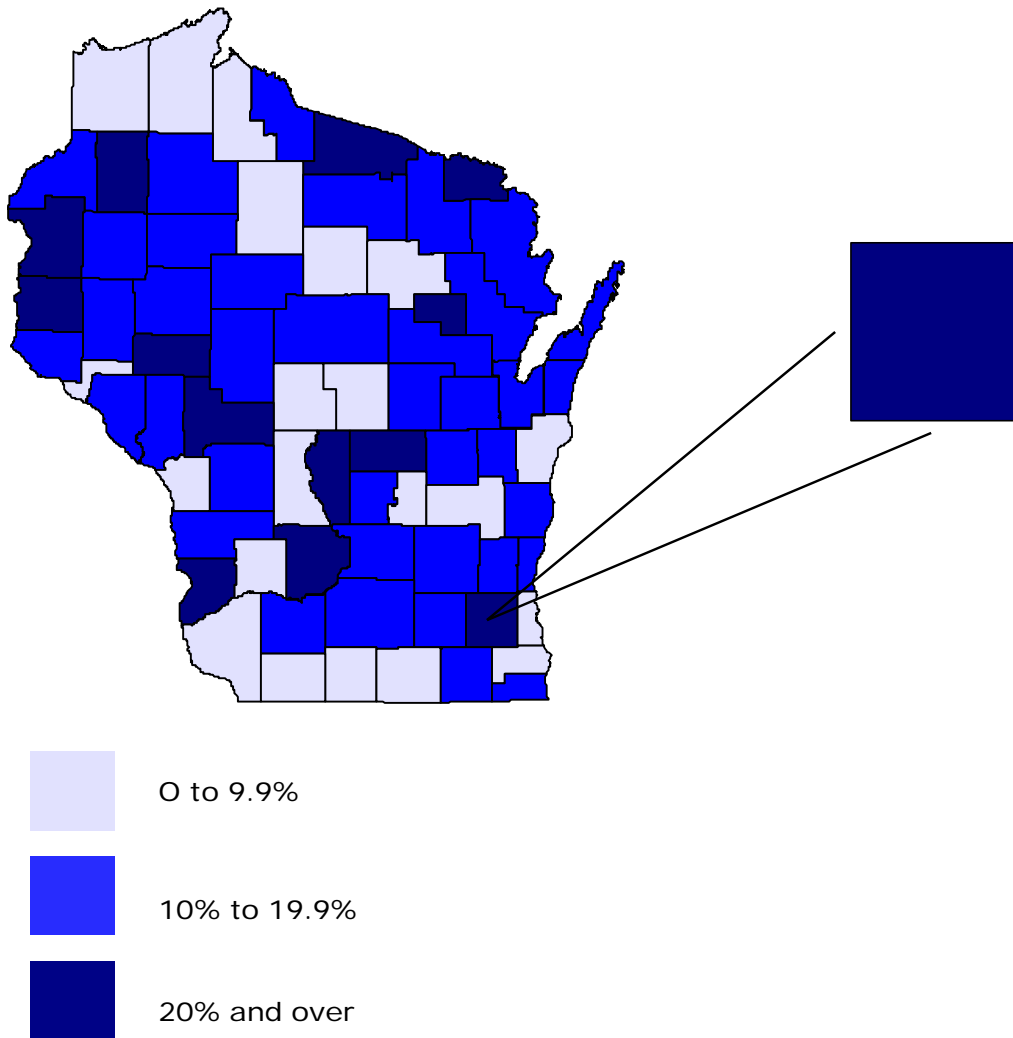


# Waukesha County Workforce Profile

Job Growth 1994 to 1999



Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Waukesha County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

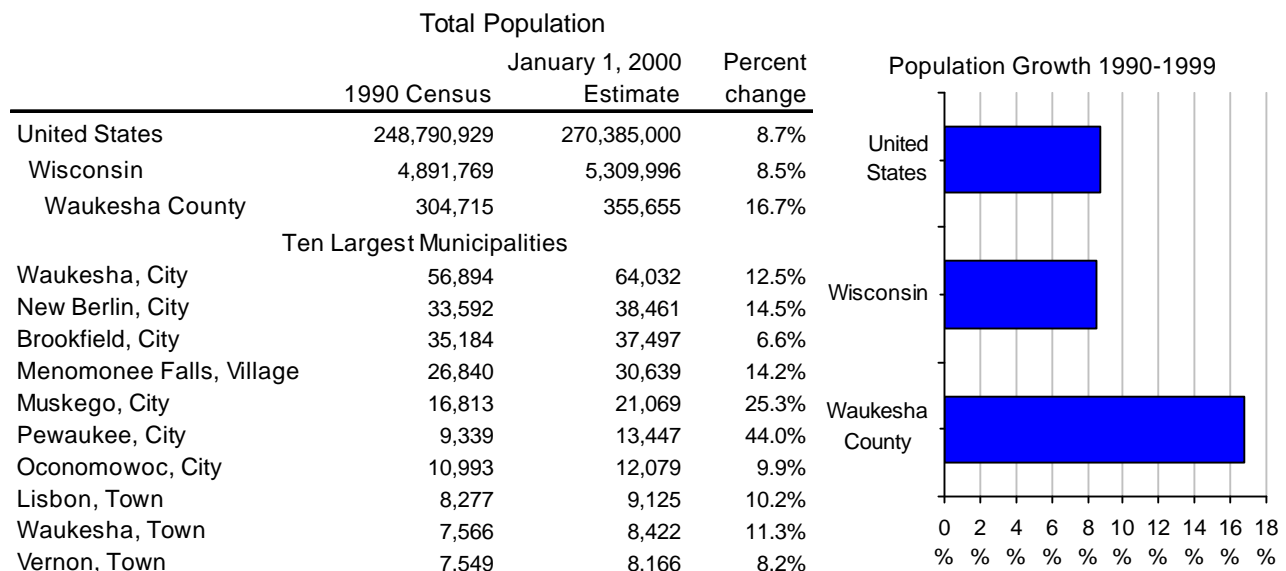
A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

For more detailed information or clarification, please contact your local labor market analyst,  
Jeff Sachse, by telephone (262-695-7784) or email ([sachsje@dwd.state.wi.us](mailto:sachsje@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Waukesha County Population and Civilian Labor Force

Waukesha County's population in the 1990's grew by 50,940 residents, for a ten-year estimated growth rate of 16.7 percent. This rate is nearly double the state and national growth rates of 8.5 and 8.7 percent, respectively. Comparing population estimates for the County both in 1998 and 1999, it is observed that Waukesha County gained just over 5,000 residents, resulting in an estimated growth rate of 1.5 percent for 1999. Waukesha County's growth rate ranks second in the four county Milwaukee-Waukesha metropolitan area (Milwaukee, Waukesha, Ozaukee, and Washington Counties) behind Washington County (20.7%), but represents the largest absolute increase (50,940) in the metropolitan area. Waukesha County remains the largest non-urban county in the metropolitan area, which accounts, in part, for its second-place status in terms of relative growth. The City of Pewaukee has experienced the greatest growth rate (44.0%), while Waukesha (7,138) gained the most new residents. Waukesha County is unique among the WOW counties (Waukesha, Ozaukee, and Washington) as the new influx of residents are attracted to the county by job opportunities through commuting to Milwaukee County and through a rapidly developing job base within the county.

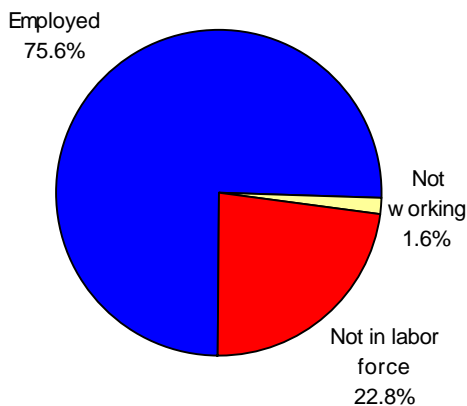


Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The labor force is the sum of those employed and unemployed *that have actively sought work in the last month*. **Labor force eligible persons must be 16 years or older and not a member of an institutional population** such as a prison or an armed forces member living on a military base. The term “unemployed” does not necessarily include all people who are not working. For example, those who are retired or choose not to work are not considered unemployed. The phrase “Not Working” in the graph below assumes unemployed for the purposes of this profile.

Waukesha County added 18,500 new workers to its labor force over the past five years, resulting in a growth rate of 9.6%. This growth rate ranks highest in the metropolitan area. Following the trend observed both statewide and nationwide, Waukesha County lost a portion of its labor force (1,100 workers) over the past year. Despite last year’s losses, annual growth over the past five years has ranged between 4.2% and 1.2%.

1999 Labor Force Participation



The relationship between the labor force and only those who are labor force eligible is termed the labor force participation rate. The labor force participation rate for Waukesha County stands at 77.2 percent for 1999, down from 80.6 percent in 1998. This measurement tells one that 77.2 percent of those 16 and older and civilian are either employed or have actively sought work during 1999. The pie chart to the left outlines the components of this rate.

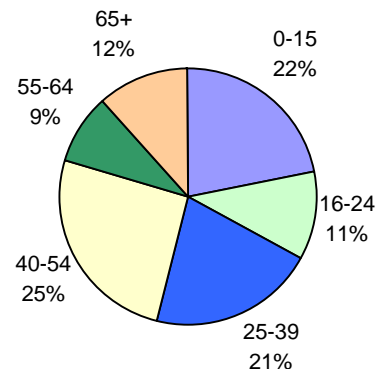
The Waukesha County labor participation rate of 77.2 percent is higher than the state average of 72.3 percent. Both the county and state have higher labor force participation rates than the national average of 67.1 percent.

Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

According to the above graph, 24.4 percent of Waukesha County residents are not in the labor force, up from 20.3 percent a year ago. This may be for many reasons: choosing not to work, being unemployed and not actively looking for work, or career retirement. Demographics probably play a much larger part of this trend than is normally attributed. The graph and table below outline the age characteristics of Waukesha County. The largest age increases were in the older portion of the baby boomers and those 65 and older. Waukesha County has a median age of 38.1 years. This is significantly higher than the state’s median of 36.0 years.

Waukesha County Population Distribution by Age

Age Group	Population		Percent change
	1990 Census	1999 Estimate	
0-15	73,909	78,220	5.8%
16-24	35,415	39,198	10.7%
25-39	75,581	73,899	-2.2%
40-54	62,560	90,788	45.1%
55-64	27,372	31,622	15.5%
65+	29,879	41,928	40.3%



Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau

Waukesha County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	193,000	198,400	206,800	209,900	212,600	211,500
Employed	186,000	193,200	201,700	204,600	207,700	207,100
Unemployed	7,040	5,240	5,060	5,370	4,920	4,390
Unemployment Rate	3.6%	2.6%	2.4%	2.6%	2.3%	2.1%

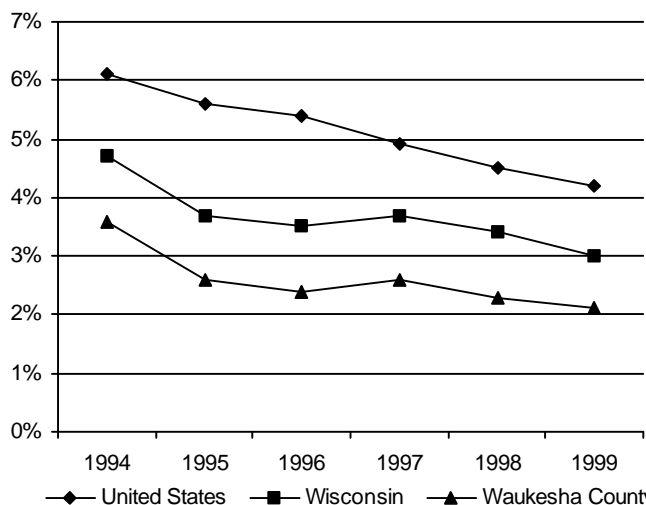
Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

Waukesha County's labor force grew dramatically over the period of the mid to late 1990's. Despite the slight drop in the labor force over the past year, the total labor force has grown by 9.6 percent over the past five years. This is somewhat lower than the state average of 12 percent over the same time period. This difference can be reconciled by analyzing the individual components of the labor force, namely, the employed and unemployed.

The number of residents employed in Waukesha County increased by 11.3 percent between 1994 and 1999. Conversely, the number of unemployed in the county decreased by 37.6%. The combination of two figures translated to an unemployment rate of 3.6% in 1994, which decreased to an extremely low rate of 2.1 in 1999. This rate is the second-lowest in the metropolitan area, ranking just behind Ozaukee County's 1.9 percent rate. The State of Wisconsin's employed rose by 14 percent and the unemployed decreased by 23 percent. The contrast between these two figures implies that, while the 1990's ushered in a period of unprecedented job growth, drawing more people into the labor force, it also convinced others who had formerly been attached to the workforce to leave. These people are typically near to or of retirement age.

Waukesha County's 1999 labor force data show

Unemployment Rate Comparison



Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

207,100 employed in nonfarm industries, while there are currently 211,500 in the labor force. This discrepancy is explained by the way that data used to calculate the two figures is collected. The labor force data is gathered monthly and do not take into account where a resident works. The nonfarm employment data, in contrast, is gathered from employers and takes into account only the number of jobs in the county, not where the employee resides. In addition, much of this difference can be accounted for by considering commuting patterns in the county.

## Waukesha County Commuting Patterns

	Commute Into	Commute From	Net Commute
Dodge County	N/A	1,617	N/A
Jefferson County	N/A	3,739	N/A
Milwaukee County	57,518	44,584	-12,934
Ozaukee County	1,402	2,104	702
Racine County	830	2,436	1,606
Walworth County	751	1,765	1,014
Washington County	1,793	6,866	5,073
Elsewhere	5,165	755	-4,410
Total	67,459	63,866	-3,593

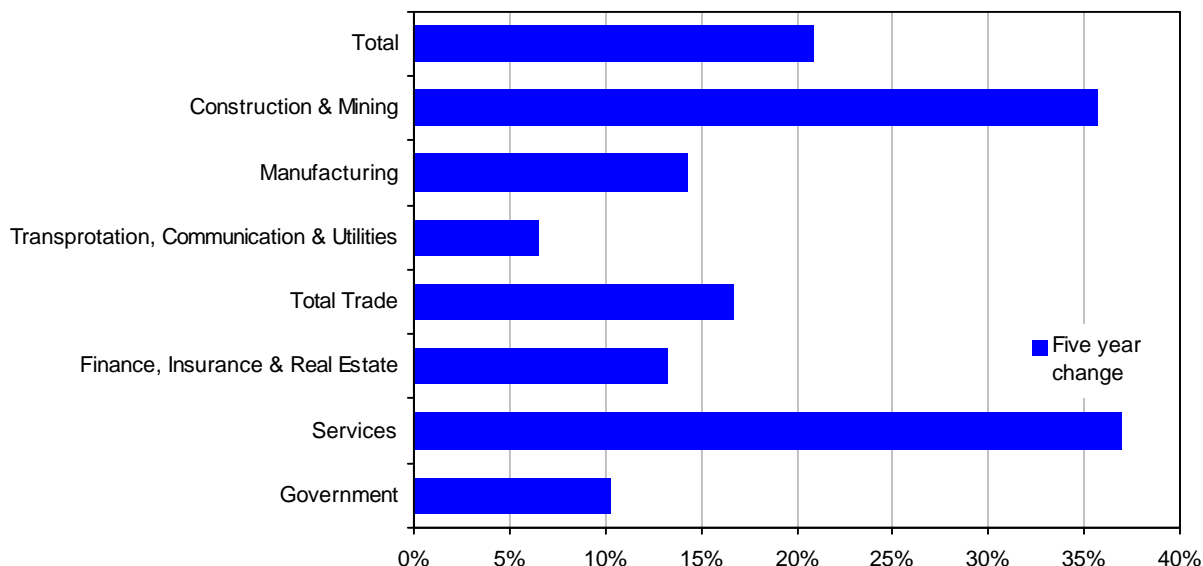
Work within Waukesha County 94,600

Source: WI DWD, Bureau of Workforce Information. Wisconsin's Commuting Patterns, 1994.



(note: Commuting data from 1994 is the most recent data available until the 2000 Census is published.. While many changes are expected, the flow patterns and net commuting dynamics are probably similar.) Waukesha County exists as an anomaly, as compared to the other WOW counties. While nearly 13,000 residents utilize the main east-west Interstate 94 corridor or the north-south US Highway 41/45 corridor to commute into Milwaukee County daily, nearly 8,000 residents from surrounding counties commute into Waukesha County on a daily basis. This creates an interesting situation for Waukesha County, as will be seen when the industry composition in the county is examined. The composition of industries is such that commuters are drawn to industrial opportunities in the Waukesha, Pewaukee, and neighboring cities, as well as the service-related positions in Brookfield, Waukesha, and New Berlin. Conversely, many Waukesha County residents commute into Milwaukee County, where a greater number of executive and managerial-level positions are available.

## Waukesha County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change 1 year	5 year
<b>Total</b>	186,175	197,538	202,527	208,475	217,690	224,975	3.3%	20.8%
<b>Goods Producing</b>	60,516	64,761	65,087	66,748	70,603	71,691	1.5%	18.5%
Construction & Mining	11,636	12,407	12,903	13,434	14,069	15,798	12.3%	35.8%
Manufacturing	48,880	52,354	52,184	53,314	56,534	55,893	-1.1%	14.3%
Durable	31,492	33,339	34,230	35,167	37,454	36,073	-3.7%	14.5%
Nondurable	17,387	19,015	17,954	18,148	19,079	19,820	3.9%	14.0%
<b>Service Producing</b>	125,659	132,777	137,440	141,727	147,087	153,284	4.2%	22.0%
Transportation, Communications & Utilities	7,938	8,509	8,733	8,645	8,630	8,450	-2.1%	6.5%
Total Trade	48,131	50,616	52,014	53,032	54,213	56,179	3.6%	16.7%
Wholesale	17,088	17,995	19,041	19,741	20,467	20,734	1.3%	21.3%
Retail	31,043	32,621	32,972	33,291	33,747	35,445	5.0%	14.2%
Finance, Insurance, and Real Estate	10,832	11,063	11,390	11,597	12,314	12,269	-0.4%	13.3%
Services & Misc.	43,468	46,956	49,274	52,187	55,326	59,532	7.6%	37.0%
Total Government	15,291	15,633	16,029	16,266	16,604	16,853	1.5%	10.2%

Source: WI DWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

The nonfarm wage and salary figures above outline the number of jobs by industry within Waukesha County. This data excludes agricultural, military and self-employed persons.

Waukesha County's 3.3 percent job growth rate in 1999 exceeded the state rate of 2.4 percent over the same period. Over the five year period between 1994 and 1999, employment across all sectors in Waukesha County grew at the rate of 20.8 percent, far exceeding the state growth rate of 11.8 percent. The magnitude of this growth is made even more apparent when comparing it to the growth rate of Milwaukee County, the largest county in the metropolitan region, which grew by a mere 3.8 percent over the five-year period.

While goods producing positions still dominate the share of nonfarm employment, the service industries have made substantial progress in this respect, growing by 22 percent, as compared to 18.5 percent growth in goods producing firms. The construction and mining sectors have grown by a phenomenal 35.8 percent over the past five years and 12.3 percent over the past year, owing primarily to continued demand for single-family housing and industrial construction. Services and miscellaneous industries have also posted remarkable gains over the past half of a decade, growing at 37 percent over the period and 7.6 percent over the past year. The FIRE sector, manufacturing industries, and wholesale trade have also experienced significant growth over the period between 1994 and 1999. This growth has maintained the county's profile as a diversified economic base and workforce.

# Waukesha County's Largest Industries and Employers

## Top 10 Industry Groups

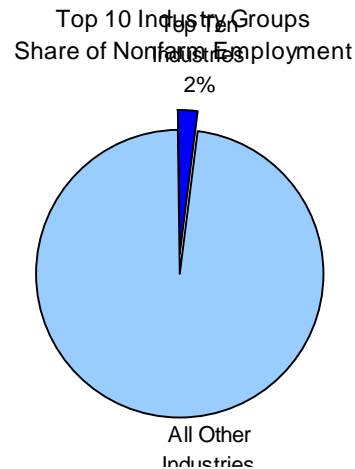
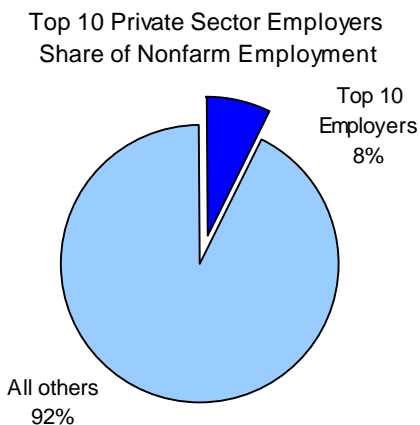
Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Business Services	793	17,273	879	6,240
Health Services	550	14,699	604	2,140
Wholesale Trade-Durable Goods	1,288	14,315	62	2,576
Industrial Machinery And Equipment	339	12,359	-350	163
Educational Services	71	11,388	162	1,112
Eating And Drinking Places	424	10,900	594	1,125
Special Trade Contractors	994	9,906	472	2,280
Printing And Publishing	154	9,079	-880	-35
Electronic & Other Electric Equipment	70	7,053	1,410	1,687
Fabricated Metal Products	157	6,255	4	591

\*data suppressed to maintain confidentiality

## Top 10 Private Sector Employers

Company	Product or Service	Size
Quad/Graphics Inc	Commercial Printing	1000+
General Electric Co	X-ray and Irradiation Equipment	1000+
Waukesha Memorial Hospital Inc	General Medical and Surgical Hospital	1000+
Cooper Power Systems Inc	Switchgears and Transformers	1000+
Marks Five Corp	Help Supply Services	1000+
Dayton Hudson Corp	Department Stores	1000+
Walmart Associates Inc	Department Stores	1000+
United Parcel Service Inc	Air Courier Services	1000+
The Gap Inc	Family Clothing Stores	1000+
Fleming Companies Inc	Grocery Stores	1000+

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.



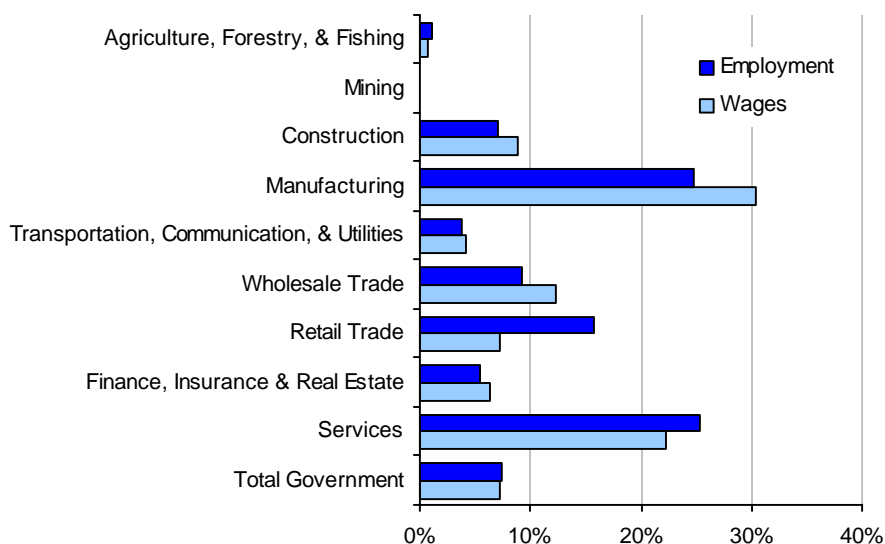
Waukesha County has over 4,800 employers across its Top 10 industry groups, accounting for only 8% of the total employers in the county. These industries hold a disproportionate share of total nonfarm employment, accounting for half of all employment. While business and health services are the predominant two industry groups in the county, traditional manufacturing and trade groups still hold a notable presence, as evidenced by the relative share of total employment.

The mix of the largest employers in the county is greatly diversified, with Quad/Graphics, a national leader in high-volume commercial printing, and General Electric Company, operating primarily through its Medical Systems division holding the distinction of the county's largest employers. Of particular interest in the list of top employers is the presence of a large number of retail firms, including Dayton Hudson, Walmart, The Gap, and Fleming Companies, Inc., which operates the Sentry Foods chain of grocery stores. The presence of these firms points to a significant retail presence in the county, particularly in Brookfield and Waukesha.

# Waukesha County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$33,998	\$29,609	114.8%	2.7%	23.4%	217,831
Agriculture, Forestry, & Fishing	\$21,637	\$21,499	100.6%	1.8%	16.9%	2,310
Mining	*	\$39,968	*	*	*	*
Construction	\$42,858	\$36,772	116.5%	4.5%	27.1%	15,275
Manufacturing	\$41,792	\$37,773	110.6%	3.4%	22.7%	54,041
Transportation, Communications, & Utilities	\$38,067	\$34,523	110.3%	6.1%	20.8%	8,170
Wholesale Trade	\$45,676	\$38,048	120.0%	5.2%	27.1%	20,047
Retail Trade	\$15,817	\$15,066	105.0%	2.0%	18.5%	34,271
Finance, Insurance, & Real estate	\$39,844	\$37,911	105.1%	-1.9%	28.4%	11,863
Services	\$29,846	\$26,041	114.6%	2.9%	27.9%	55,250
Total Government	\$33,027	\$32,017	103.2%	-0.3%	19.9%	16,295

Total Employment and Wage Distribution by Industry Division



Source: WI DWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211*.

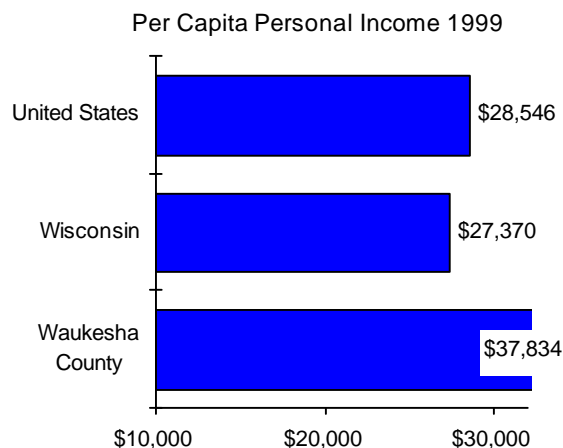
The table at the top of the page displays average wages by industry and their relationship to the state's industry wage. Waukesha County's median wages across all industries are significantly higher than the state average, as well as those in the metropolitan area, on average. Waukesha County's average annual wage across all industries is 14.8 percent higher than the state average in 1999. Average growth during the five year period was 23.4 percent, slightly higher than the 22 percent growth rate observed statewide.

Waukesha County's highest wages as compared to the state average are found in the wholesale trade, construction and services industries, which are 20, 16.5, and 14.6 percent above the state average, respectively. This is due, in part, with respect to the wholesale trade industry on the large number of retail distributing facilities located in the county that service locations in the southeast area of the state. Construction wages are driven, to a great degree by the demand for residential housing in the county, which continues to remain robust. Service sector wages are driven particularly by the demand for services needed by a growing residential population, particularly in the health care and educational services fields.

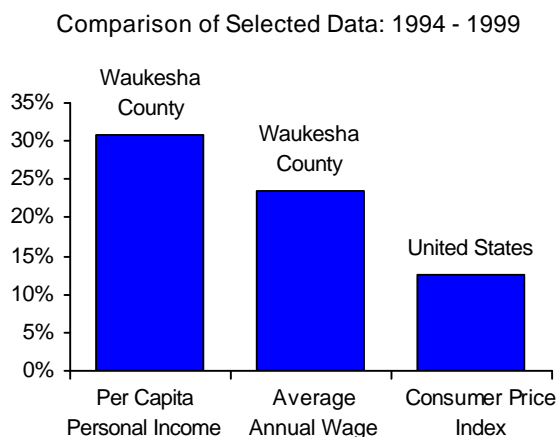
The employment/wage distribution graph shows the relationship between the percentage of industry employment to the percentage of total annual wages paid across all industries in Waukesha County. Manufacturing wages far exceed representation in the labor force, due to a great demand for highly skilled labor in these industries. Employees in the FIRE sectors also tend to be paid "more" due to the commissions and pay structures associated with these positions. Finally, retail trade and service industries show a larger portion of employment but a lower ratio of the total annual average wage due to a large contingent of people working part-time hours or in entry-level positions.



# Waukesha County Wage and Income Data



Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rental payments), and transfer payments (social security, insurance, welfare) divided by total population. PCPI is an interaction between income and population so there may be a great deal of overall revision and volatility in estimates as both components are re-estimated on a frequent basis. Waukesha County's PCPI of \$37,834 is well above both than national and state averages of \$28,546 and \$27,370, respectively, and has maintained its status as one of the highest in the state. Over the past year PCPI in Waukesha grew at 4.5%, which is higher than the state average and equal to the national growth rate, and 30.7% over the past five years.



Waukesha County's growth in PCPI has outpaced its 23.4 percent growth in wages over the same time period. This can be accounted for by the fact that interest and dividend income have increased during this time period. The share of PCPI among Waukesha County residents in these holdings, as well as in total assets is more similar to that seen in Ozaukee County than either Washington or Milwaukee County, which are more wage-dependent. Also, the increasing number of retirees as a share of population has had an impact on driving the average PCPI in a significantly positive direction.

	Per Capita Personal Income						Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Waukesha County	\$28,948	\$30,420	\$32,003	\$34,152	\$36,210	\$37,834	4.5%	30.7%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

Selected Occupational Wage Data		
	Mean	Median
Accountants & Auditors	\$ 21.29	\$ 18.91
Computer Programmers	\$ 24.08	\$ 22.35
Computer Systems Analysts	\$ 25.47	\$ 24.80
General & Operations Managers	\$ 34.99	\$ 31.30
Janitors & Cleaners	\$ 8.50	\$ 7.88
Machinists	\$ 14.88	\$ 14.44
Nursing Aides/Orderlies/Attendant	\$ 9.12	\$ 9.12
Receptionists and Info. Clerks	\$ 9.61	\$ 9.52
Registered Nurses	\$ 21.09	\$ 20.26
Secretaries, ex. legal & medical	\$ 12.16	\$ 11.95
Team Assemblers	\$ 10.96	\$ 10.11
Tool & Die Makers	\$ 20.15	\$ 19.75
Truck Drivers, heavy/tractor trailer	\$ 17.38	\$ 17.47
Truck Drivers-light or delivery	\$ 10.51	\$ 9.89
Welders & Cutters	\$ 10.20	\$ 9.79

Source: DWD, BWI, 1999 OES wage survey, Milwaukee-Waukesha MSA

The wages for the selected occupations in this table were reported by employers in the Milwaukee-Waukesha metropolitan statistical area (MSA) who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSA's. Wage structures are important information to employers, job seekers and the employed as career decisions and labor retention issues are contemplated. The mean or average wage is the sum of the occupation's wages divided by the sum of all those in the occupation. The median wage is the midpoint of all wages; there are exactly the same number of wage earners above and below this wage. If the median is significantly below the mean, an employer offering mean wages, theoretically, should capture most of the market. And along these lines, workers in this occupation will find it difficult to gain employment at this mean wage due to high competition for this placement.